

Key Experts for EU-funded communication and visibility contract in Rwanda

Landell Mills International has been invited to tender for a communication and visibility contract on the EU's development cooperation with Rwanda. The intended start date is October 2021, and the project will be two years in duration.

The overall objective of the project is to implement a set of actions to:

- Enhance the understanding of Rwandan stakeholders of the nature and purpose of the EU, its values and interests, the EU's external and sector policies insofar as they concern Rwanda, and the EU-Africa and EU-Rwanda partnership;
- Sustain the visibility of the EU (including its Member States) and to communicate effectively its contribution to development progress in Rwanda.

The purposes of this contract are as follows:

- To widen and deepen public awareness of the EU and of EU cooperation with Rwanda, including through its development cooperation programmes in Rwanda and their impact;
- To enhance, secure and sustain awareness and recognition of the partnership between the European Union and Rwanda, the East African region and with the African Union at continental level;
- To support the EUD in the implementation of information, communication and visibility products, activities and events;
- To enable Europe's taxpayers, as well as citizens of Rwanda at all levels of society to understand the impact of European development cooperation.

The Contractor should achieve the following results, at the request of the Contracting authority:

- Regular activities/events are organised that enhance the knowledge and reputation of the EU and its work in Rwanda;
- A series of broadcast, print, video and digital media products are produced and disseminated in order to communicate the impact of the EU's work in Rwanda;
- EU-funded programmes and projects achieve wider and deeper visibility;
- European cultural diplomacy is improved.

We are seeking candidates for two Key Expert positions:

- KE1: Team Leader – Senior Expert (min 150 working days)
- KE2: Junior Expert (min 280 working days of which 90% should be based in Rwanda)

Details of experience and qualification requirements for these positions are listed below.

To apply, please send your CV, details of location, availability and fee rate, and which position you would like to apply to, to lm_comms@landell-mills.com as soon as possible. Applications will be assessed on an ongoing basis.

Key Expert 1: Team Leader – Senior Expert (minimum 150 working days)

Qualifications and Skills

- Master's degree, preferably in marketing, public relations, communications, media, or a university level qualification combined with three years of directly relevant professional experience;
- Proven professional expertise in marketing, public relations, event organisation and communications;
- Fluency in English, spoken and written;
- Knowledge of French and/or Kinyarwanda is an advantage.

General professional experience

- Preferably 10 years, but a minimum of 5 years of professional experience in areas related to communication campaigns, event management and public relations;
- Proven experience as a project manager/team leader;
- Demonstrated capabilities in leading communications campaigns and events;

Specific professional experience

- Experience in the field of development cooperation and/or working on non-profit campaigns, as well as prior experience in the African Region would be an advantage;
- Experience in working with the European Union and familiarity with EU procedures would be an advantage.

Key Expert 2: Junior Expert (minimum 280 working days)

Qualifications and skills

- University qualification, preferably in public relations, event management, media or logistics, or equivalent level of professional experience;
- Minimum of 3 years professional experience in the field of public relations, event management and/or communications;
- Fluency in English, spoken and written;
- Knowledge of Kinyarwanda is a strong advantage, knowledge of French is also a bonus;
- The candidate should be based in Rwanda for at least 90% of the duration of the action.

General professional experience

- Proven experience in organisation of events is essential;
- Candidate should have a strong understanding of communication campaigns, branding, and negotiating with suppliers;

- Strong interpersonal skills are essential;

Specific professional experience

- Track record of carrying out successful public events and campaigns in Rwanda and/or the East African region is essential.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.